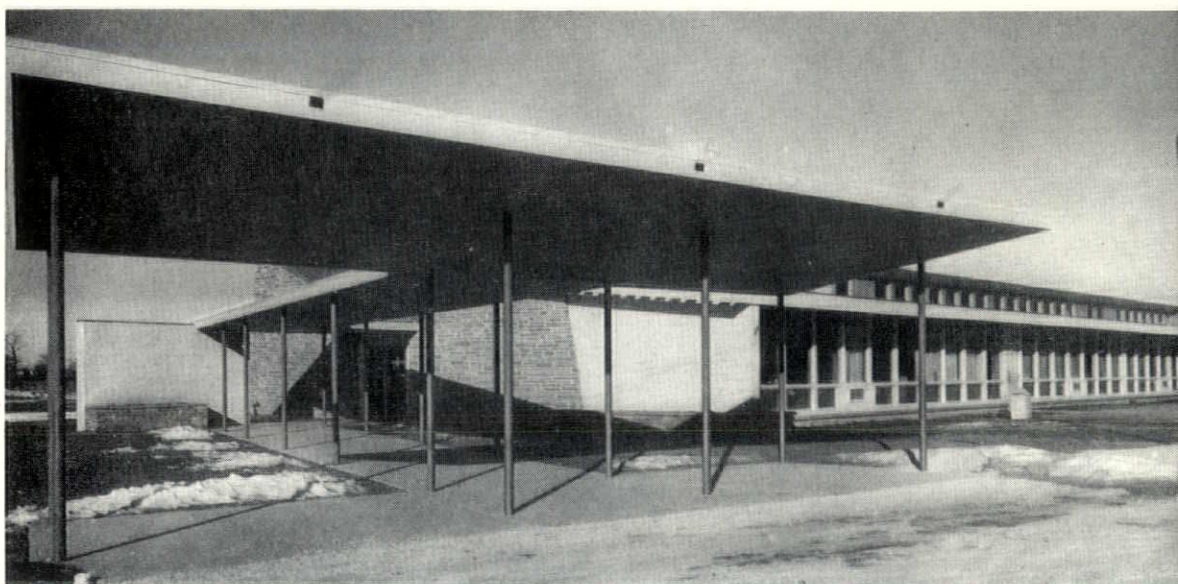


February 1956

# the Wisconsin Architect

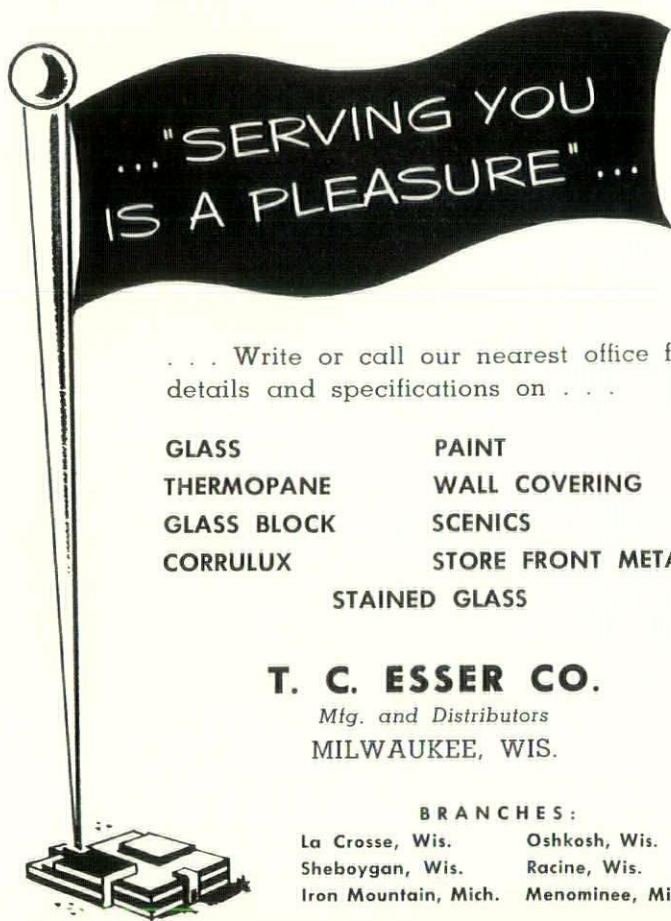
## *Elementary School*



AMERICAN INSTITUTE

FEB 23 1956

LIBRARY



... Write or call our nearest office for details and specifications on ...

GLASS	PAINT
THERMOPANE	WALL COVERING
GLASS BLOCK	SCENICS
CORRULUX	STORE FRONT METAL
STAINED GLASS	

### T. C. ESSER CO.

Mfg. and Distributors  
MILWAUKEE, WIS.

#### BRANCHES:

La Crosse, Wis.	Oshkosh, Wis.
Sheboygan, Wis.	Racine, Wis.
Iron Mountain, Mich.	Menominee, Mich.

## F. R. DENGEL CO.

for  
*Fine Plumbing & Heating  
Appointments*

Urge your clients to visit  
our showroom. Three makes  
of fixtures to select from ...  
Kohler, Briggs Beautyware  
... W. A. Case Co.

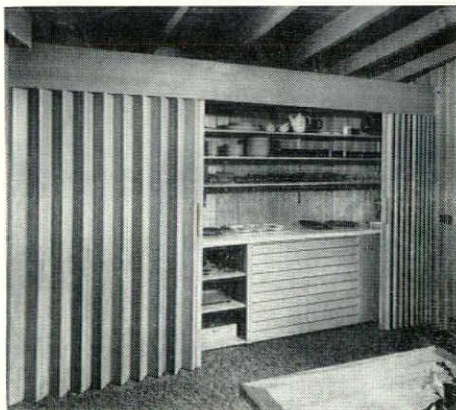
BRoadway 6-8950

1114 N. 4th St.

Milwaukee 3, Wis.

## Edward T. Ver Halen Inc.

Award of  
Highest  
Honors \*



\*PELLA WOOD FOLDING DOORS received this award for combining functional design with the warm, natural beauty of hardwood. Available in mahogany, oak, birch or pine — finished or unfinished. Sturdily constructed with solid wood cores. PELLA WOOD FOLDING DOORS stack compactly.

**SOUND CONDITIONING  
BUILDING SPECIALTIES**

Milwaukee  
Green Bay  
Madison

Our  
45th  
Year



# Hunzinger Construction Company

Milwaukee

Phone: SUNset 1-9100



# WENZEL AND HENOCH CO.

PLUMBING  
HEATING  
CONTRACTORS

MILWAUKEE,  
WISCONSIN



## DRAFTING FURNITURE TRACING PAPERS

Complete Supplies for  
ARCHITECT AND ENGINEER

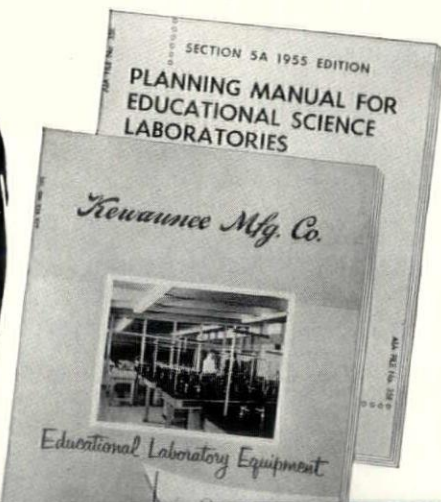
BLUE PRINTS • DIRECT READING  
BLACK OR BLUE DRY PRINTS  
TRACING REPRODUCTIONS

Radio Equipped Trucks for  
Faster Pickup and Delivery Service

## FREDERICK POST CO.

BROADWAY 1-7246 • 115 EAST WELLS STREET  
MILWAUKEE, WISCONSIN

## Kewaunee Scores Again



New 44 pages, section 5, on educational laboratory equipment. New 48 pages, section 5A, contains new concepts of equipment design and room arrangements.

Ready to assist you in the use of this new material are the representatives in your area, and the Kewaunee engineering department, a portion of which is shown below. Kewaunee engineers are well qualified to prepare floor plans, layouts, and educational equipment of all types.

Consult your Kewaunee Sales Engineer for any of your equipment requirements—arrangements are made to your convenience, at no obligation.

**Kewaunee** MANUFACTURING COMPANY  
ADRIAN, MICHIGAN

REPRESENTATIVES: R. L. NELSON — D. E. NELSON  
WISCONSIN REPRESENTATIVES  
1828 SOUTH 76TH STREET, MILWAUKEE 14, WISCONSIN  
TELEPHONE: SPRING 4-2200

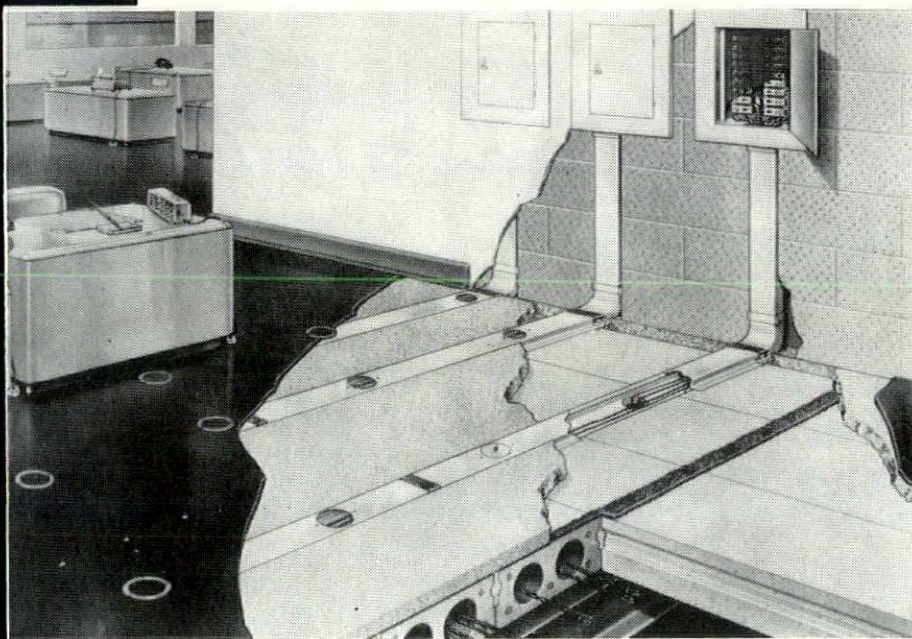
**on your staff but not on your payroll!**



# flexicore



now flexicore\*  
is ELECTRIFIED



Flexicore\* slabs, electrified with Conduflor\* fittings, are designed so that electrical and communication outlets may be readily and economically located wherever building occupants require them at the time of construction or anytime in the future. Details furnished on request.

\*Trade marks registered

**MID-STATES CONCRETE PRODUCTS CO.**

P.O. BOX 325

BELOIT, WISCONSIN



## Editor's Note

### Coming Events:

• The 1956 Convention of the Wisconsin Chapter of the American Institute of Architects, Madison, Wisconsin, Loraine Hotel, February 22 and 23. On the program are Bruce Goff, Siegfried Giedion, Harold Rambusch, Andrew Green, and excellent materials exhibits.

• The visit of the famed Producers' Council Caravan of Building Products to Milwaukee. Currently on a nation-wide tour, the Caravan will be on display at the Auditorium April 18th and 19th. Details in our next issue.

## COVER COMMENT

This month's cover picture is of the Fox Point-Bayside Elementary School north of Milwaukee. Planned as a "satellite" school to the existing system, the von Grossmann design is pictured also on pages 9 and 10.

### THE WISCONSIN ARCHITECT

Volume 24, No. 2

Official Publication of

#### Wisconsin Architects Association

N. J. Russell, Jr., Editor and Publisher

Published Monthly

Subscription, \$1.00 per year

Business and Editorial Offices

828 N. Broadway, Milwaukee 2, BRoadway 2-0822

#### Wisconsin Architects Association

A Chapter of the American Institute of Architects

### OFFICERS

Julius S. Sandstedt ..... President  
Arthur O. Reddemann ..... Vice-President  
Fritz von Grossmann ..... Secretary-Treasurer  
N. J. Russell, Jr., Public Relations Counsel and  
Consultant for Administration  
828 N. Broadway, Milwaukee 2, BRoadway 2-0822

### DIRECTORS AT LARGE

Herbert J. Grassold ..... Mark T. Purcell  
Alvin E. Grellinger ..... Arthur O. Reddemann  
Emiel F. Klingler

### DIVISIONAL DIRECTORS

Milwaukee Division  
Roger Herbst ..... Fritz von Grossmann  
Madison Division  
William Vogt Kaeser ..... Joseph J. Weiler  
Northeastern Division  
Julius S. Sandstedt ..... Maurey Lee Allen

### DIVISION OFFICERS

Milwaukee Division  
Herbert J. Grassold, President; Robert P. Potter,  
Vice-President; Herbert W. Bradley, Secretary-  
Treasurer.

Madison Division  
John W. Steinman, President; Ellis J. Potter,  
Vice-President; Alexander J. Cuthbert, Secretary-  
Treasurer.

Northeastern Division  
Perc Brandt, President; Eugene Wasserman,  
Vice-President; Leonard Reinke, Secretary-Treasurer.

## 1956 Annual Convention Speakers Experts on Design, Esthetics, Law

Plans for the 1956 Annual Convention of the Wisconsin Chapter of the American Institute of Architects slated for February 22 and 23 at the Loraine Hotel in Madison have been just about completed.

Bruce Goff, Oklahoma architect, will be the principal speaker at the annual banquet. Siegfried Giedion, Swiss architect and educator, and Harold Rambusch, noted interior decorator, will lead seminars on the 23rd. (Biographical features on Giedion and Rambusch appear on pages 5 and 7.)

The Business meeting will include discussions on the current dues schedule, and action to be taken as a result of the passage of Bill 688A in the 1955 Wisconsin Legislature allowing all engineers to function in the field of building design regardless of qualifications. Andrew Green, Pennsylvania attorney who has studied architectural legislation throughout the country, will lead a seminar on this subject.

be mailed to Corporate members early in February.

Under a new By-Law, six Directors will be elected for two-year terms and five one-year terms. Beginning in 1957 and continuing on alternate years, five and then six Directors will be elected each year.

Division nominees, whose nomination by custom is tantamount to election are: Madison Division, Joe Flad, two-year term, Joe Weiler, one-year term. Northeast Division, Karel Yasko, two-year term, Ed Berners, one-year term. Milwaukee Division, Herbert Grassold, two-year term, Roger Herbst, one-year term (the Milwaukee Division began this system last year and Roger Herbst is a hold-over).

Directors at Large nominees are: Carl Gausewitz, Madison; Louis Siberz, Madison; Leonard Reinke, Oshkosh; Maurey Lee Allen, Appleton; Alvin Grellinger, Milwaukee; Maynard Meyer, Milwaukee; Arthur Reddemann, Elm Grove; John Brust, Milwaukee; Ted Eschweiler, Milwaukee; Fitzhugh Scott, Jr., Milwaukee. The three nominees gaining the most votes for Director at Large will be elected for two-year terms, the two nominees receiving the next largest number of votes will be elected for one-year terms.

## Slate of Nominees for Board of Directors Now Complete

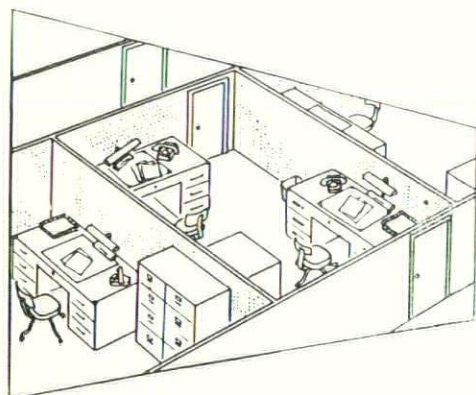
The slate of nominees for Division Directors and Directors at Large has been completed and ballots will





## ACOUSTI-PANEL

## ACOUSTI-PARTITION



**MOVABLE  
WOOD PARTITIONS**  
*For Greater Privacy  
For  
Offices, Schools  
Conference Rooms*

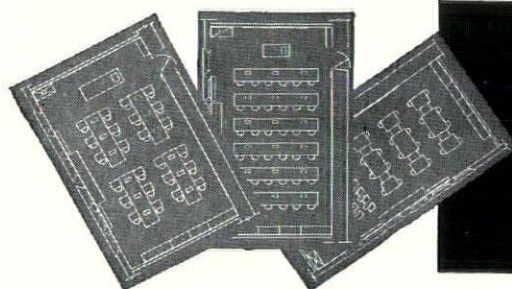
See our Display at the Wisconsin Architects  
Convention, Madison, Loraine Hotel,  
February 22 and 23, 1956

## DONALD PARTITION COMPANY, INC.

620 North 108th Place

Glensview 3-4150

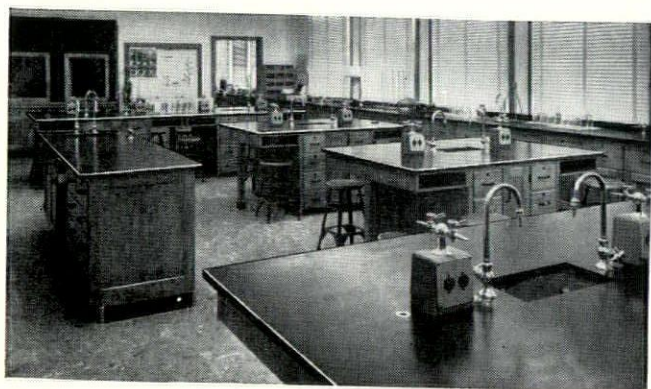
Milwaukee 13, Wisconsin



*Hamilton  
plans*

detailed layouts for every specific  
requirement

*Have created some of the finest laboratories in the country!*



When your next laboratory planning job comes up take a moment to consider Hamilton equipment and service before you put it on paper. Consult a Hamilton Engineer for layout help. Better yet, write for more information today. There is no obligation — just lots of competent help!

MILWAUKEE EQUIPMENT COMPANY  
4221 North 35th Street  
Milwaukee 16, Wisconsin  
Representative



**Hamilton**

MANUFACTURING COMPANY  
TWO RIVERS • WISCONSIN  
LABORATORY EQUIPMENT DIVISION



"... disharmony of contemporary society lies in the division between thinking and feeling, bred from a century's exclusive concern with production."

## *Giedion Theme to be Demand for Imagination*



Siegfried Giedion, contemporary architect, author, teacher and historian, will address the 3:00 p.m. seminar at the Seventh Annual Convention of the Wisconsin Chapter of the American Institute of Architects, Thursday, February 23. He will speak on "The Demand for Imagination in Contemporary Architecture."

Currently Giedion teaches the History of Architecture at the Federal Institute of Technology in Zurich, Switzerland, during the spring term, and returns to the United States and Harvard during the fall. Best known as an author on architectural history, Giedion has among his literary accomplishments, "Space, Time and Architecture", which is in its tenth printing; "Mechanization Takes Command", "A Decade of Contemporary Architecture", and "Walter Gropius, Work and Teamwork". Editions of several of his works have been translated in Italian, German, Japanese, Spanish and French. Now in preparation is a volume in "Architecture and Community Life" which is to be published by the Oxford University Press.

Giedion's understanding of the history of architecture is described by Joseph Rykwert in the Burlington Magazine (April 1954) as: "... then, with the appearance of Space, Time and Architecture, he became the most important, and indeed the only serious, historian of nineteenth and twentieth century architecture. This may seem a far-fetched statement; but I am not aware of any historian who has been able to weld such a mass of heterogeneous, original and highly important research into a unified whole." In Space, Time and Architecture Giedion analyzes the work of James Brogardus, Baron Jenney Leiter, John Wood, and others.

In "Mechanization Takes Command" Giedion states that "... disharmony of contemporary society lies in the division between thinking and feeling, bred from a century's exclusive concern with production." Rykwert comments: "Reading 'Mechanization Takes Command' leads one to experience this tension within oneself as one learns how mechanization has mastered

and ruined the soil, food and man-made environment; how it has affected our notions of comfort . . . The process which he demonstrates is that of the growth of full mechanization . . . in a society geared for production . . . and how, by exalting the isolated and capricious criterion of individual taste as an environment composed of unrelated fragments was created."

Bykwert's observation of Giedion is that "... his enthusiasm, his penetration, the overwhelming elegance of his arguments will survive all criticism." He completes his essay by quoting a Giedion statement from the Architectural Review: "one cannot plan cities if one does not believe in life."

A Swiss citizen, Giedion received his Doctorate of Philosophy from the University of Munich. His many affiliations include General Secretary of the International Congress for Modern Architecture since 1928, Honorary Member of the Royal Institute of British Architects, and Member of the Royal Academy of Sciences, Brussels.



The Weldwood Fire Door offers the *Architect* and the *Owner* many advantages.

- Increased Safety
- Beauty
- Durability
- Dimensional Stability
- Light Weight
- Vermin and Decay Protection
- Easy Installation
- Standard Thickness Veneers
- Moderate Cost

**"Fireproof" IS NOT ENOUGH!**

*Weldwood Fire Doors Insulate  
Other Doors Communicate*

The high insulating value of the Weldwood Fire Door is a real feature. During a 1-hour fire test, a Weldwood Fire Door was subjected to approximately 1700° F. The highest temperature registered at a distance of one foot from the other side of the door was only 102° F. This means full protection against loss of life and property.

## UNITED STATES PLYWOOD CORPORATION

3354 NORTH 35th STREET, MILWAUKEE, WISCONSIN



Misericordia Hospital  
Brust & Brust, Architects

marble because it is best

### MILWAUKEE MARBLE CO.

Because long experience and a determined interest in every job provides you with the best selection there is in skilled fabrication and installation.



MILWAUKEE MARBLE CO. • 122 NORTH 27th STREET • MILWAUKEE 1, WISCONSIN



# Contemporary Use of a Renaissance Art - - -

## Stained Glass

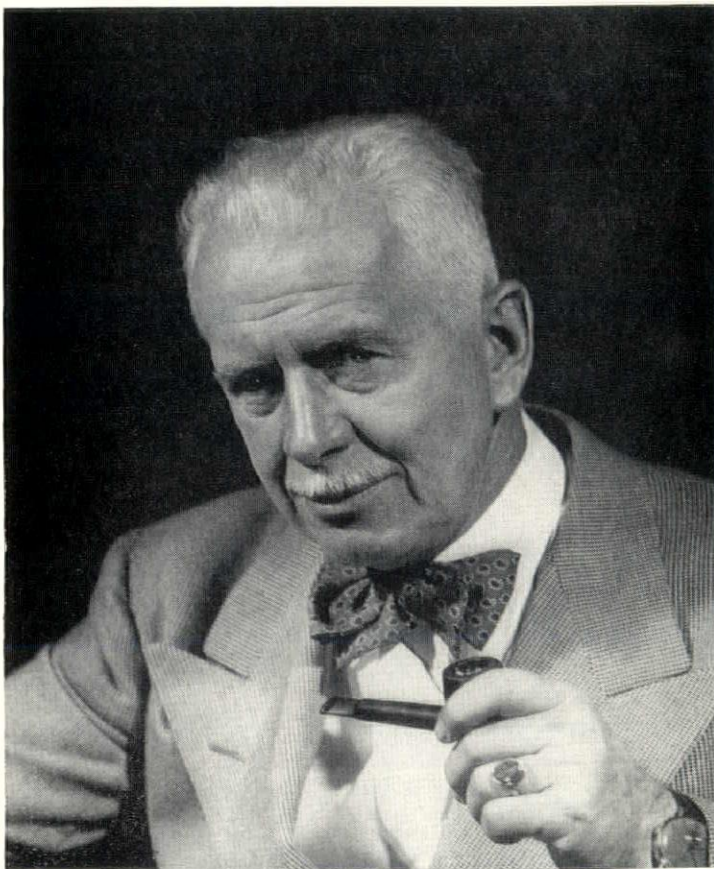
## by Rambusch

The noted interior decorator, Harold Rambusch, will be the guest speaker at the Thursday morning Seminar on February 23. The president and director of Rambusch Decorating Company of New York City is internationally known for his stained glass work, and it is that subject on which he will speak. A pictorial story in *Business Week* (December 14, 1952) described Rambusch's work (including murals, fabrics, mosaics and interiors) as "half art, half engineering." In view of the recent trend to contemporary church architecture, Rambusch's comments are expected to be of interest to Wisconsin architects.

Rambusch received his education at Pratt Institute, Art Students League in New York, and at the Royal Art Academy in Copenhagen. In his youth he worked as a designer for firms in England, Norway and Austria. He is a past vice-president of the Architectural League and past President of the Stained Glass Association, a member of the Beaux Arts Institute of Design, American Institute of Decorators, and the Liturgical Arts Society.

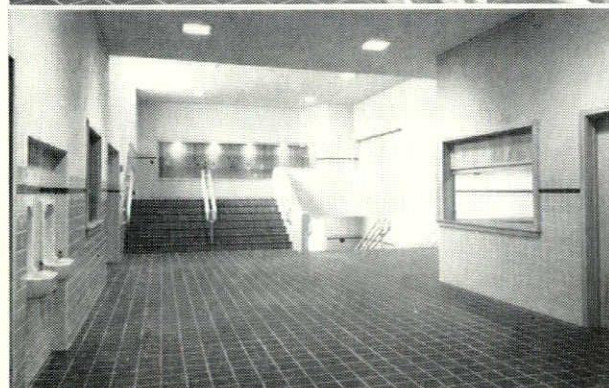
Locally Rambusch's commissions have included the altars, mosaic work, stained glass, illumination and painting for St. Raphael's Cathedral in Madison, for which John J. Flad and Associates were the architects. His other important works include the auditorium and lobbies of Radio City Music Hall, the lobbies of the Empire State Building, Metal mural for the S. S. Independence, and the Roxy Theatre in New York City.

In contrast, Rambusch, during World War II, was responsible for the camouflaging of numerous air fields and factories, the development and manufacture of airport blackout ventilators, and for special lighting of combat control rooms. He was knighted by the King of Denmark in 1951.



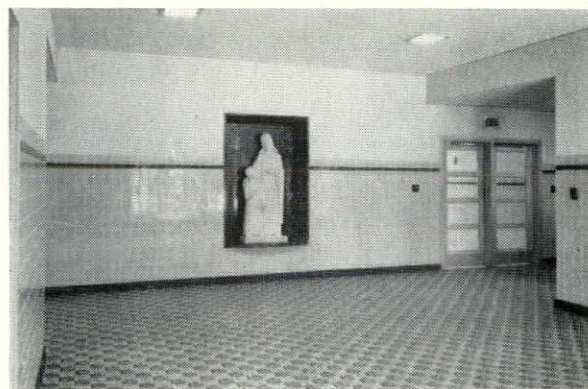
Harold W. Rambusch whose work has been described as "half art, half engineering"





Holy Cross School Corridors  
Kaukauna, Wisconsin

JOHN J. FLAD & ASSOCIATES Architects, Madison, Wisconsin



ROMANY real clay tiles, long a standard of distinctive quality, were used in the school's corridors and toilet room wainscoting. Their opaque, washable glaze and ability to resist water assure long life for wall areas.



SPARTA mossettes and pavers were used for the floor installation in the recently completed Holy Cross School at Kaukauna, Wisconsin. Affording unique variety, these tiles are known for their rugged non-slip impervious quality.



**Rollin B. Child**  
Northwest Representative

13006 Excelsior Blvd., Hopkins, Minn.

WE 8-8379

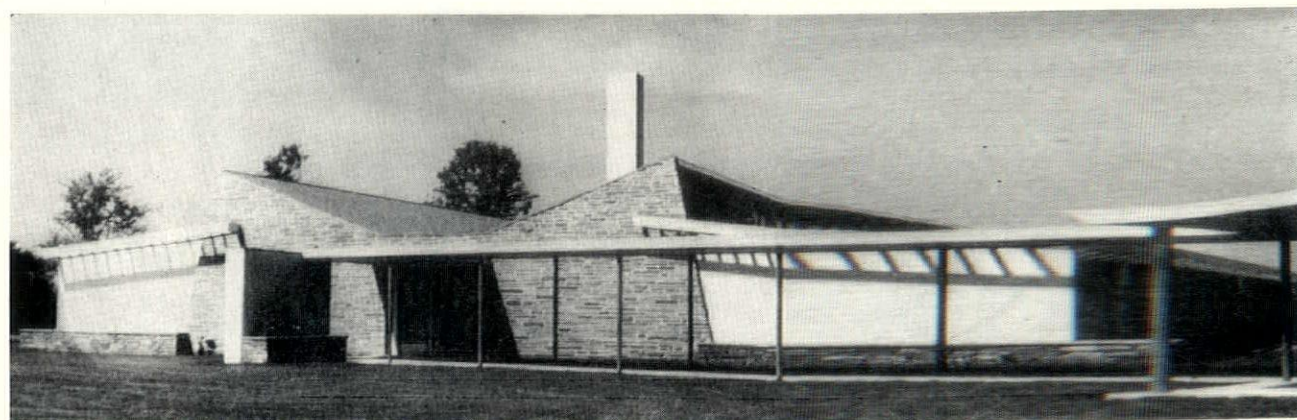
**ROMANY**

*Real Clay*

**TILES**

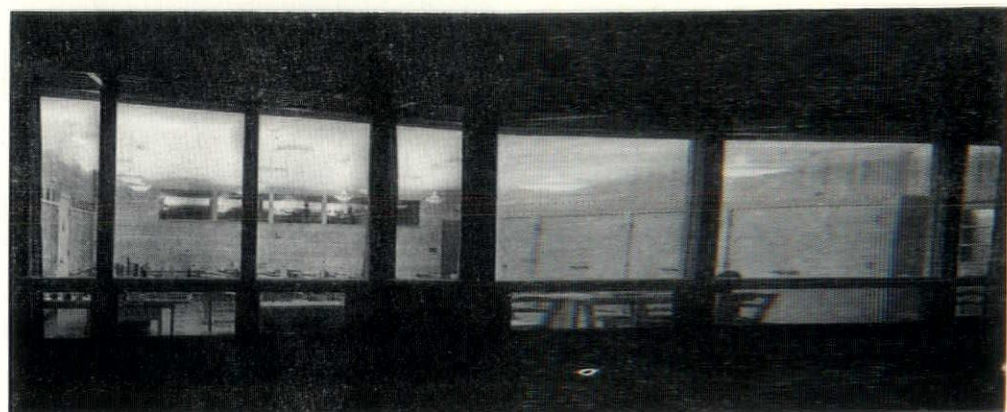
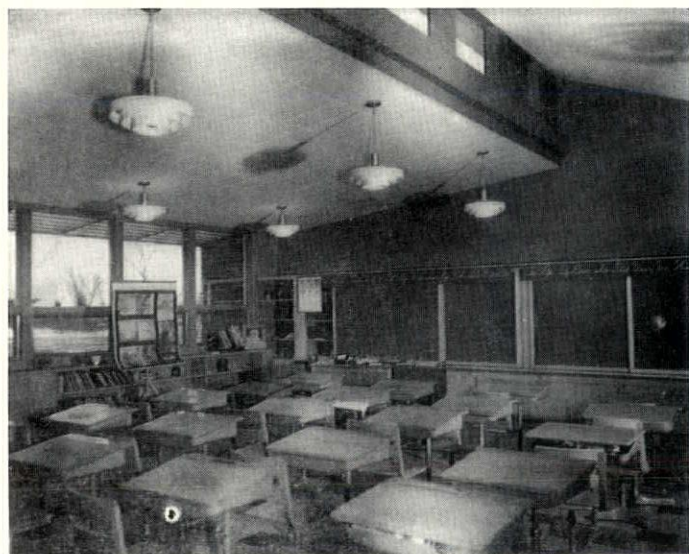
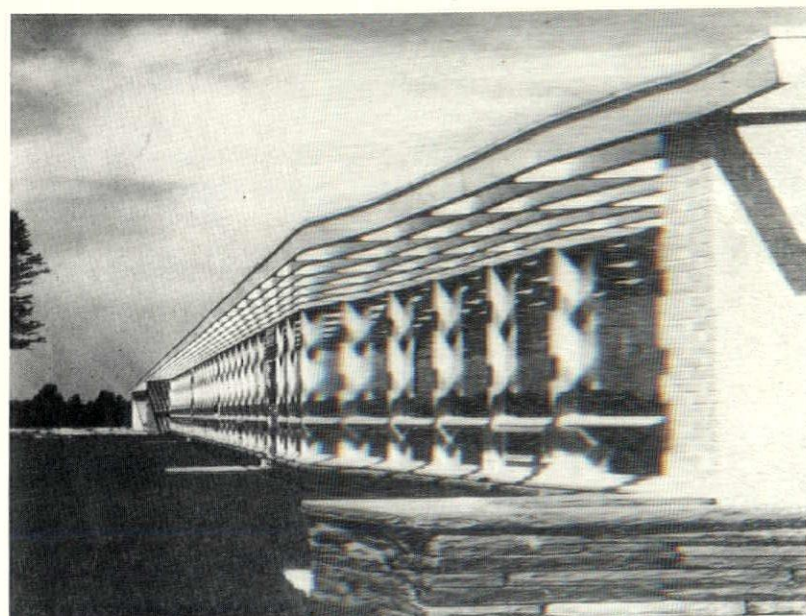


# *Fox Point—Bayside, Wisconsin, Elementary School*



Architect: Fritz von Grossmann, Milwaukee  
Project Architect, Robert van Lanen  
Resident Architect, Leigh Hunt

General Contractor: J. G. Jansen, Milwaukee



(Cont'd on page 10)



**Joe Thompson  
Roy Holmquist**

5625 West Wells Street

Milwaukee 13, Wisconsin

BRoadway 6-1540

Representing

**HUB ELECTRIC CO.**

ENGINEERED LIGHTING  
AND CONTROL EQUIPMENT  
FOR

Hospitals  
Schools  
Churches

Theatres  
Public Institutions  
Recreation Buildings

*Elementary School...* (Cont'd from page 9)



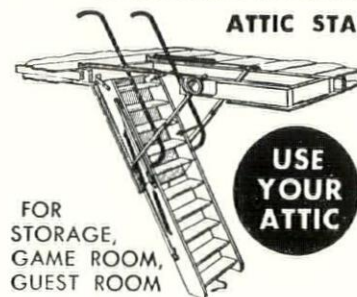
PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS

**PITTSBURGH PLATE GLASS CO.**

620 SOUTH FIRST STREET • MILWAUKEE, WIS.

**HOLLYWOOD**  
*Wonder Action*

ATTIC STAIR



FOR  
STORAGE,  
GAME ROOM,  
GUEST ROOM

USE  
YOUR  
ATTIC

Available in 7 models  
Ceiling heights 7' 0" to 12' 0"

Equipped with two steel hand rails extending  
above attic floor to insure your safety.

For Commercial, Institutional, Industrial  
and Residential Use

**HOLLYWOOD**

Sales Co. of Wisconsin

1940 W. Forest Home Ave.  
Evergreen 3-5200

Milwaukee 4, Wis.  
Joseph W. Wilde, Pres.



PHOTOCOPIES

DRAFTING SUPPLIES

REPRODUCED TRACINGS

**SCHMITT BLUEPRINT CO.**

VAN DYKES

A.I.A. CONTRACTS

**C. F. PEASE AGENCY**

628 N. BROADWAY

BRoadway 6-1761

MILWAUKEE

**NOVOTNY, INC.**

L. J. A. L. J. C.

**MANUFACTURERS  
REPRESENTATIVES**

MILWAUKEE 4, WISCONSIN

647 WEST VIRGINIA STREET

BRoadway 6-1899

BRoadway 2-4183

**Rundle-Spence**

MANUFACTURING COMPANY

Established 1871

*"Time Honored  
Quality and Service"***PLUMBING, HEATING  
and MILL SUPPLY**

MILWAUKEE - MADISON

29 N. CHARTER ST.

MADISON 5, WIS.

Phone 5-6754

445 N. FOURTH STREET

MILWAUKEE 3, WIS.

Phone BRoadway 1-2500

## Choice of Wood Paneling is a Problem to Architect and Client

We at Steinman can help you find the answer. At one of two convenient locations you and your client can "shop" through the 30-in. by 60-in. panels to find exactly what you want. Plywood — Pana-wall — Wood Paneling — 80 different species — Northern, Southern, Western and Foreign Woods for distinctive interiors and exteriors.

**HERE'S THE ANSWER!****WRITE OR CALL — WE'RE HERE TO HELP**

1235 North 35th Street

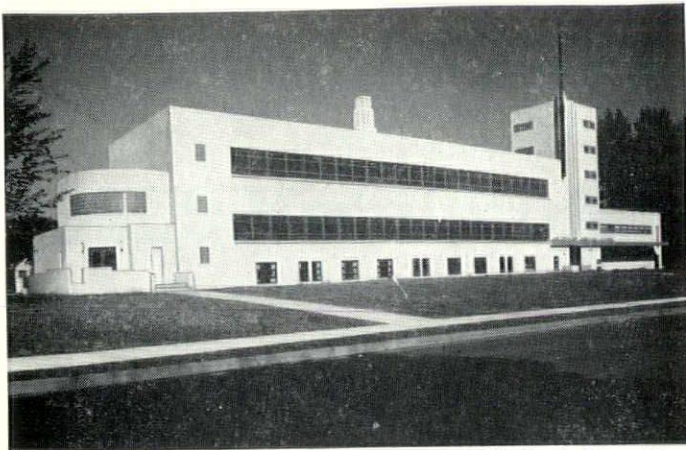
Division 2-0740

3500 North Holton Street

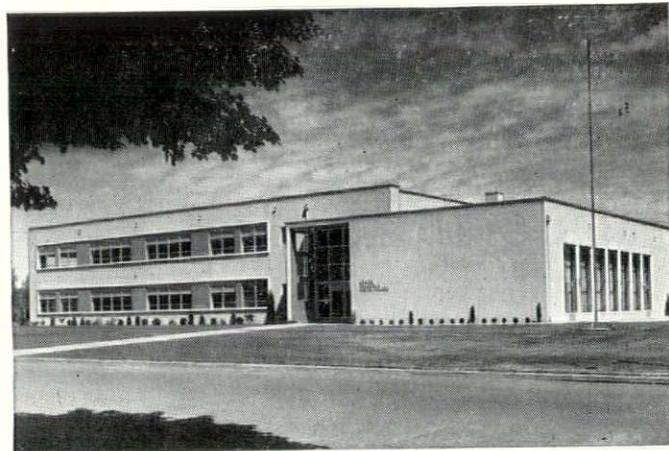
WOodruff 2-4331



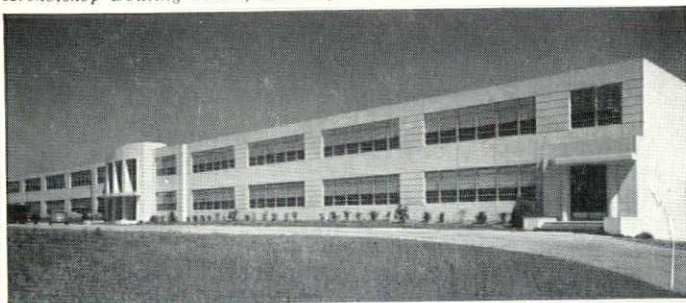




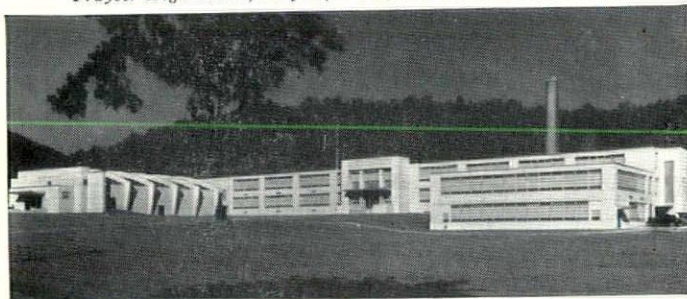
*Archbishop Dowling School, Minneapolis, Minn.; J. V. Vanderbilt, architect*



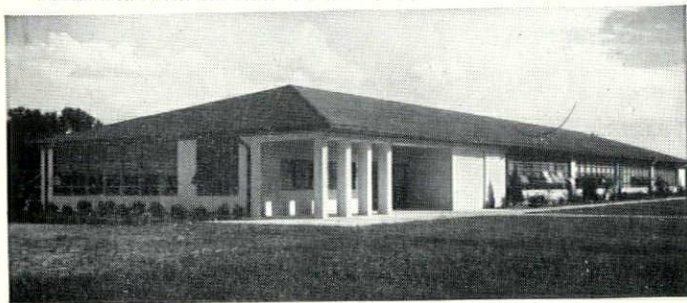
*Lower Columbia Junior College, Longview, Wash.; Wolff & Phillips, architects*



*Frayser High School, Frayser, Tenn.; Anker F. Hansen, architect*



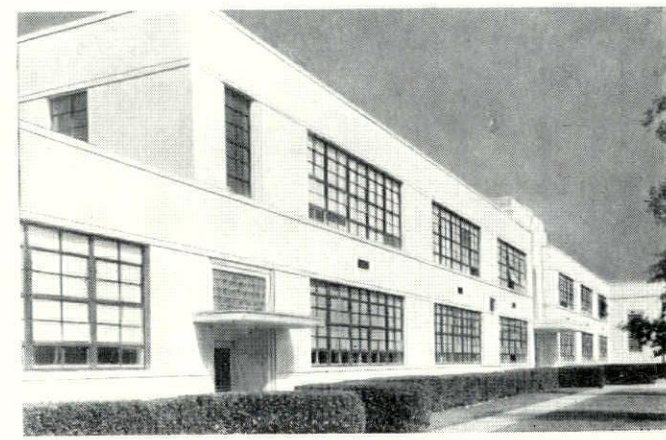
*Theodore Roosevelt School, Williamsport, Pa.; D. H. Grootenboer, architect*



*South Downs Elementary School, Baton Rouge, La.; Bodman & Murrell, architects*



*Valley Station High School, Valley Station, Ky. Fred J. Hartstern, architect*



*Ocean View School, Ocean View, Va. Vernon A. Moore Associates, architects*

## Build Better, Safer Schools with Architectural Concrete

These photos show the possibilities architectural concrete offers the architect in designing schools of any size or type. This versatile structural material has great strength, provides maximum protection for students and teachers against violent storms, quakes, explosions, atomic blasts and fire.

Architectural concrete also offers architects greater freedom in translating the ideas and wishes of school board members, teachers and parents into functional and attractive structures, combining beauty with overall durability and economy.

Schools in architectural concrete are moderate in first cost, require little maintenance and give years of long service. Result: **low annual cost.**

For more information on architectural concrete schools, write for a free copy of "Concrete in Schools," distributed only in the U.S. and Canada.

### PORTLAND CEMENT ASSOCIATION

735 North Water Street, Milwaukee 2, Wisconsin

A national organization to improve and extend the uses of portland cement and concrete . . . through scientific research and engineering field work.